



Mirza Saad Baig

Social Media Marketing Manager

Results-driven Social Media Marketing Manager & Digital Marketing Specialist with 3+ years of experience in the Marketing & Media Management industry. Skilled in SEO-driven strategies, brand development, content creation, and digital marketing campaigns. Adept at leveraging data-driven insights to enhance audience engagement and brand visibility across multiple platforms.

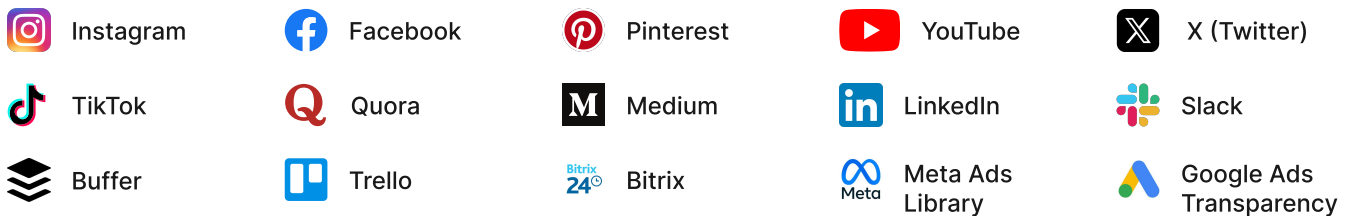
Rawalpindi, Pakistan

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Platforms & Social Media Tools



Skills

- Social Media Strategy & Management
- SEO Optimization & Analytics
- Digital Marketing & Ad Campaigns (Meta & Google)
- Content Creation & Brand Storytelling
- Public Relations & Audience Growth
- Website & Social Media Management

Education

2018 - 2022

BS Media & Communication Studies

NUML, Islamabad

Specialization

PR & Advertising

Activities

Tennis | Polo | Gaming | Exploring Traditions



Professional Experience

Social Media Marketing Manager

Sep 2023 - Present

Cafe De Tech (IT Company & Software House)

- Managing digital marketing for Kelt & Co Realty (Dubai) & Finest 50 (UK Project Advisory)
- Running Meta Ad Campaigns, Managing Social Media Accounts, optimizing SEO, and monitoring analytics
- Developing strategies for audience growth and engagement

Media Manager & Creative Head

Aug 2021 - Present

Pak Affairs (Production House & News Media Organization) | Project Based

- Writing and editing news articles with on-page SEO
- Creating engaging social media content & reels
- Developing ideas for road shows & media projects

Social Media Officer

Sep 2022 - Aug 2023

Burj News (News Media Organization)

- Managed social media platforms, ran ad campaigns, and wrote press releases